

MARKETING & WEBSITE TIPS






A Resource for Serving Older Adults

BEST PRACTICES:

-  San Serif Fonts
-  Simple Language
-  White Space
-  High Contrast
-  Phone Number

GENERAL TIPS

NOT RECOMMENDED:

- Serif Fonts* 
- Font size smaller than 12 points 
- Jargon 
- Compact and Cluttered Design 
- Yellow, Blue, & Green** in close proximity 

BE AWARE OF AGEISM I.E.USING WORDS LIKE ELDERLY & AGED

Chronological age is less important than individual preferences and circumstances.



MARKETING


MARKETING METHODS

- Remember "old school" marketing: direct mail & printed brochures



- Use traditional social media like Facebook & Twitter

MESSAGING

- Have more visuals than you do text
- Remember the older adult population is composed of a 40 year age spread & multiple generations
- Market your accessibility features 
- Create content that is relatable to this audience
- Remember to advertise in the local paper, senior calendar, & 211.org

WEBSITES


CONSISTENT LAYOUT

- Use a standard page design, navigation buttons, symbols, & icons
- Break lengthy documents into short segments

VIDEO/ANIMATION

- Reduce download time by using short segments
- Provide text versions of audio

CLICKABILITY

- Provide spacing between links 
- Keep pull down menus or other interfacing elements easily clickable



Sources: National Institute on Aging, National Library on Medicine, The Association of Specialized and Cooperative Library Agencies

A Product of the Eagle County Aging Well Initiative